

Board Members Present:

Debbie Easter
Kelly Foltman
Steve Escobar
Tommy Barron
Rob Banner
Christy Morton (proxy for Virginia Quarter Horse Association)
David Lands
Beth Sheely

Board Members Absent:

Ernie Oare
Oliver Brown

Guests/Staff:

Heather Wheeler, Program Manager, VDACS

I. Call to Order – 10:16AM

The meeting was called to order and introductions were made for all those present.

III. Review of Minutes – July 10, 2023

Minutes from the July 10, 2023 Board Meeting were reviewed. D. Easter motioned to approve the meeting minutes. S. Escobar seconded the motion. The motion was unanimously approved.

Easter	Yes
Foltman	Yes
Morton	Yes
Escobar	Yes
Barron	Yes
Lands	Yes
Banner	Yes
Sheely	Yes

IV. Financial Report

Heather Wheeler reported on the finances for each fund. Income and revenue are listed as follows:

Coggins – cc 625 (Figures through 8.30.2023)

Beginning Balance 7/1/2023	\$1,247,920.26
Revenues YTD	\$98,216.52
Expenditures YTD	\$130,866.83
Cash Balance YTD	\$1,215,866.83
Uncommitted Balance (Cash bal 7/1/21 + rev - budgeted)	-\$39,518.17

Feed Tonnage – cc 626 (Figures through 8.30.2023)

Beginning Balance 7/1/2023	\$1,180,088.59
Revenues YTD	-\$40.00
Expenditures YTD	\$16,151.19
Cash Balance YTD	\$1,163,897.40
Uncommitted Balance (Cash bal 7/1/20 + rev - budgeted)	\$613,626.52

During the financial discussion, K. Foltman suggested that the Board need to have a larger discussion about how to effectively spend the money to benefit the industry. D. Easter suggested that the Board consider ways to use sponsorship dollars to increase youth activities and participation in the horse industry. The Board will discuss options in detail in future meetings as soon as the marketing/website RFP is complete.

VI. Old Business

A. Program Manager Updates

Heather Wheeler provided activity updates since the meeting in July. Those updates included:

- Marketing Grants – The Program Manager has continued to work with equine organizations and venues interested in applying for a marketing grant and has helped them understand the process, the application and offered editing assistance as well. In addition, the Program Manager hosted two grant invoicing and reporting workshops to go over in detail how the invoicing needs to be done, what the Board expects from the grant reports. The Program Manager will host two more workshops in January in advance of the next invoice due dates.
- Virginia High School Rodeo Association – The Program Manager attended the Virginia High School Rodeo Association’s State Fair Show. VHIB was recognized before and during the show for their support and there were multiple VHIB banners around the arena. The Program Manager met with their student leaders during the show.

B. Grant Change Request

The Norwegian Fjord Horse Registry requested to reallocate their expenses within their marketing grant to reflect a budget for video capture of \$552 and to shift the balance to editing and production, so that amount would be \$2498 which includes the music license. This change does not increase the amount of the grant, it just is a shift of dollars between line items. D. Easter motioned that the Board approve the request. K. Foltman seconded the motion. The motion passed unanimously.

Easter	Yes
Foltman	Yes
Morton	Yes
Escobar	Yes
Barron	Yes
Lands	Yes
Banner	Yes
Sheely	Yes

C. Dulles Task Force Update

R. Banner provided an update on the progress of the Dulles Task Force and the establishment of a quarantine center at Dulles Airport. The task force has received the completed feasibility study. Issues remain around cargo and securing cargo shipments. The ARK remains committed to providing a proposal to Dulles to provide the quarantine facility/services and the needed cargo services. Dulles and the ARK will continue working together on the proposal.

VII. New Business

A. FY23 Cycle 4 Marketing Grants

During this Cycle the Board received 12 applications for a total funding request of \$57,905.00 The Board reviewed and discussed each proposal.

After discussion, S. Escobar motioned to approve the following projects. K. Foltman seconded the motion and the motion was passed unanimously.

Capital Horse Show Association	\$5,000.00
Central Virginia Horse Rescue	\$5,000.00

Deep Run Horse Show	\$5,000.00
Foxfield Racing LLC	\$5,000.00
Scott County Regional Horse Show - Ride the Rail Ride the Trail	\$5,000.00
Southwest Virginia Hunter Jumper Association	\$5,000.00
Virginia Horse Council Foundation	\$3,445.00
Virginia Pony Breeders	\$5,000.00
Virginia Walking Racking Horse Association	\$5,000.00
Old Dominion Hounds	\$5,000.00
Serenity Acres Equine Rescue	\$5,000.00

Easter	Yes
Foltman	Yes
Lands	Yes
Escobar	Yes (Recused from Virginia Horse Council Foundation)
Barron	Yes (Recused from Virginia Walking Racking Horse Association)
Sheely	Yes
Banner	Yes
Morton	Yes

B. FY24 VHIB Marketing Grant – Cycle 2

The Board reviewed the documents and remaining budget after the Cycle 1 awards of the marketing grant program. D. Lands motioned to approve the opening of the Cycle 2 marketing grant. K. Foltman seconded the motioned. The motion passed unanimously.

Easter	Yes
Foltman	Yes
Morton	Yes
Escobar	Yes
Barron	Yes
Lands	Yes
Banner	Yes
Sheely	Yes

C. Sponsorship Proposal

The Board reviewed a sponsorship proposal from Agriculture in the Classroom. Agriculture in the Classroom provided a \$5,000 sponsorship proposal to support their FY24 program. After discussion, D. Easter motioned to approve the sponsorship in the amount of \$20,000. S. Escobar seconded the motion. The motion passed unanimously.

Easter	Yes
Foltman	Yes
Morton	Yes
Escobar	Yes
Barron	Yes
Lands	Yes
Banner	Yes
Sheely	Yes

VI. Public Comment – None

VII. Next Meeting – *December 11, Warrenton*

VIII. Adjournment – *2:05pm*